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A. **AMENDMENTS TO THE SPECIFICATION:**

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At Page ~~32~~, please amend the text as follows:

The term "computer-readable medium" as used herein refers to any medium that participates in providing instructions to processor 904 for execution. Such a medium may take many forms, including but not limited to, non-volatile media and, volatile media, ~~and transmission media~~. Non-volatile media includes, for example, optical or magnetic disks, such as storage device 910. Volatile media includes dynamic memory, such as main memory 906. ~~Transmission media includes coaxial cables, copper wire and fiber optics, including the wires that comprise bus 902. Transmission media can also take the form of acoustic or light waves, such as those generated during radio wave and infrared data communications.~~

Common forms of computer-readable media include, for example, a floppy disk, a flexible disk, hard disk, magnetic tape, or any other magnetic medium, a CD-ROM, any other optical medium, ~~punch cards, paper tape, any other physical medium with patterns of holes~~, a RAM, a PROM, and EPROM, a FLASH-EPROM, any other memory chip or cartridge, a ~~carrier wave as described hereinafter~~, or any other medium from which a computer can read.

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At Page ~~33~~ and ~~34~~, please amend the text as follows:

Network link 920 typically provides data communication through one or more networks to other data devices. For example, network link 920 may provide a connection through local network 922 to a host computer 924 or to data equipment operated by an Internet Service Provider (ISP) 926. ISP 926 in turn provides data communication services through the worldwide packet data communication network now commonly referred to as the "Internet" 928. Local network 922 and Internet 928 both use electrical, electromagnetic or optical signals that carry digital data streams. ~~The signals through the various networks and the signals on network link 920 and through communication interface 918, which carry the digital data to and from computer system 900, are exemplary forms of carrier waves transporting the information.~~

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At Page ~~34~~, please amend the text as follows:

The received code may be executed by processor 904 as it is received, and/or stored in storage device 910, or other non-volatile storage for later execution. ~~In this manner, computer~~

~~system 900 may obtain application code in the form of a carrier wave.~~

At Page 1, please amend the text as follows:

~~This application is a continuation-in-part application of and claims priority to U.S. Patent Application Number 09/561,041 entitled "Method and Apparatus for Renting Items," filed on April 28, 2000, by Reed Hastings, Marc Randolph, and Neil Hunt, the entire contents of which are incorporated herein by reference in their entirety for all purposes. This application also claims priority to U.S. Provisional Patent Application Number 60/212,193 entitled "Approach for Choosing Items to Recommend Based Upon Matching Taste Across Multiple Users and Items" filed on June 16, 2000, by John Ciancutti, Reed Hastings, Neil Hunt and Stan Lanning, the entire contents of which are incorporated herein in their entirety by reference for all purposes, and also claims priority to U.S. Provisional Patent Application Number 60/244,793 entitled "Approach for Renting Content" filed on October 31, 2000, by W. Reed Hastings, Neil Duncan Hunt and Marc B. Randolph, ~~Randolph~~, the entire contents of which are incorporated herein in their entirety by reference for all purposes.~~